

POLAROID[®]

Land

CAMERAS



**MAGNIFICENT
PICTURES
IN 60 SECONDS**

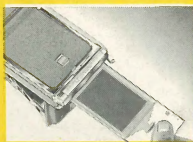
Just How
Versatile is a
POLAROID®
Land
CAMERA?

Will it do everything I
want a camera to do?

At the right are some of the professional touches you can get just as easily as taking an ordinary snapshot on a sunny day. And remember, it's as easy as this



Snap It . . .



Pull a Tab . . .



There's Your Print

close-ups

Without any accessory attachments your Polaroid Land Camera focuses down to $3\frac{1}{2}$ feet for charming snapshots like this —



portraits

With a Polaroid Close-Up Kit portraits are easy. And not only portraits: you'll be able to copy documents, make lovely flower studies, photograph any object as close as 6 inches.



flash

All Polaroid Land Cameras are synchronized for flash, of course. Matched flash guns are available for each camera to give you perfectly lighted pictures. Incidentally, the Speedliner and Pathfinder Models are synchronized for electronic flash too.

pictures in bad light

The new, fast films let you take pictures under adverse lighting conditions without flash. With the shutter set at #1 or #2 charming pictures can be made indoors with just the light coming from a fairly bright window.



With the 400 speed film pleasing portraits can be made with the light from a 150 watt bulb in an ordinary bridge lamp.

action shots

The Polaroid Highlander and Speedliner Models have shutter speeds up to $1/100$ of a second, fast enough to stop children at play. For covering fast action sports events or press work the Pathfinder, with speeds to $1/400$ th, is the answer.



copies and enlargements

No problem here. As a matter of fact one of the built-in advantages of 60-second photography is that you don't have to worry about filing away negatives. Copies and enlargements are made directly from your original prints. Just lift them from your album, even years later, and send them up to Polaroid for as many copies as you want.

scenic shots

Long distance shots hold their sharpness right down to the farthest horizon. The picture below shows the dramatic effects you can get with a Polaroid Land Camera. A complete set of filters is available to add a truly expert touch to your pictures.



Think of all the picture taking possibilities you can explore with a Polaroid Land Camera and still enjoy the greatest thrill in photography — a finished picture in 60 seconds!

picture excitement — now let's look at some of the extra fun you get from a Polaroid Land Camera...

in family life



Family pictures... Everyone poses willingly when he knows he'll see his picture in a minute! So Polaroid Land pictures are natural... relaxed. Try it. You'll get the finest family group pictures ever... with more fun for everybody.

Picture letters... Brighten your correspondence with up-to-the-minute pictures. Illustrated letters are more fun to write and more fun to receive. You can take the pictures after you start your letter—and still make the mail.



Thank-you notes... A most thoughtful way to say "thank you" is to send with your note a picture of the gift in use the very day the gift arrives.

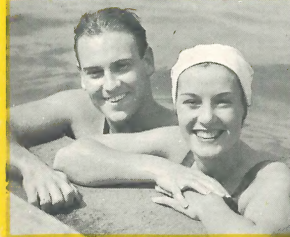


Guest book... Names and dates in a guest book are fun to have—but a signature under a picture adds double interest. And what a novel way to welcome your guest!

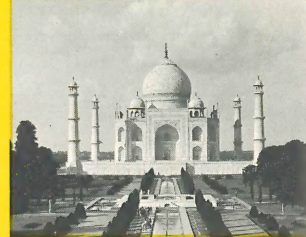
on trips



Travel Diary... Travel-thrills stay doubly vivid when you can relive them, with Polaroid Land pictures, at each day's end... when you can show new friends the sights you've seen... jot notes in your album while names and details are still fresh.



New Friends... With a Polaroid Land Camera you make new friends as easily as you make new pictures. Everybody's interested in seeing how the amazing 60-second process works, what sparkling pictures it produces. It's a pleasant and novel way to break the ice.



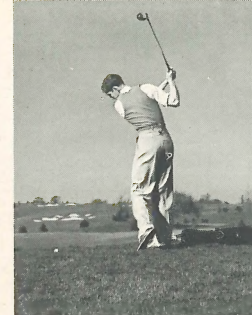
The Unusual... Because you see your results on the spot, you'll find yourself taking interiors, close-ups and other shots you never dared attempt before. If you fail the first time, you know just what to do the second try. Time exposures are easy.



Gifts for Friends... You can write, "I bought you a flower pot in this funny little market"—and show them with a Polaroid Land picture, mailed that very same day. Your picture will make the gift doubly exciting.

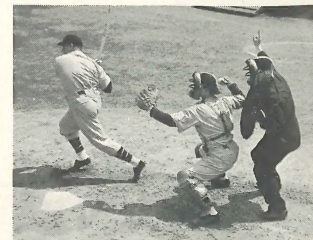
in sports

Hunting and fishing... When you bag that deer or hook that "big one"... just snap the picture. You have the evidence on the spot to share with friends... show your family the minute you get home.



Watching sports... With a Polaroid Land Camera, you can double your fun at sports events... and your family and friends will be really interested when you show pictures of the game.

Teaching sports... Ever have trouble explaining to a beginner just what he is doing wrong? Snap his picture and show him at once! Many coaches use this technique regularly.



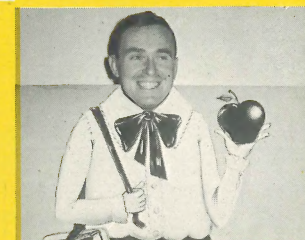
at parties and celebrations

Weddings... Don't risk losing those priceless moments forever. Make sure you have just the pictures you want. All will be thrilled to see them—and the bride can even take some of them with her on her honeymoon!



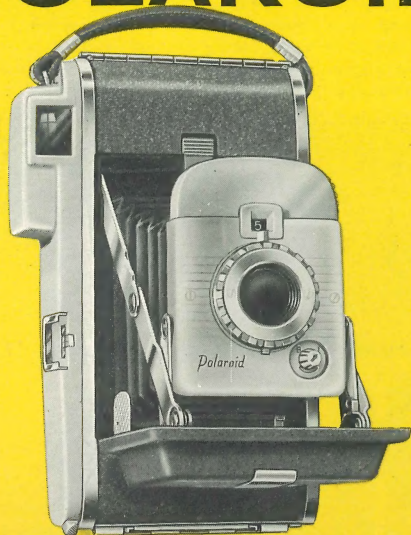
Place Cards... Snap pictures of your arriving guests—and delight them by using the prints later as place cards. It's a good conversation-starter for your dinner and the pictures make welcome souvenirs. Or you can ask guests to autograph prints for your guest book.

Church Fairs... A big money raiser: Set up a photo booth with special "props"—an attractive (or funny) drawing with a cut-out for people's heads, like this; a stuffed animal for the small fry, antique hats for the teenagers. Prints will be popular at 50c, \$1.00—or even more.



In every part of everyday living
a POLAROID Land CAMERA
adds excitement and fun to your activities...

POLAROID®

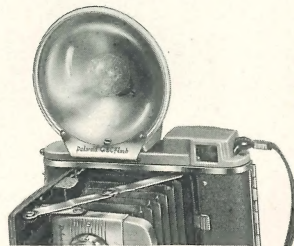


Polaroid HIGHLANDER
Land CAMERA Model 80

Designed for the snapshot photographer, the Highlander is the "baby" of Polaroid Land Cameras. It's so light and compact, it'll fit in a pocket or purse. It's so easy to operate, women use it with pleasure. It's versatile — will take pictures indoors or outdoors, in rain or shine, dim or bright light. And it's economical, too — low priced and costs less to operate. The Highlander makes wallet-sized pictures (2¾ x 3½ inches) at costs comparable to conventional prints. It has a critically sharp, coated lens and a precision shutter with one dial to set both shutter and lens automatically to the right combination. The metal body is handsomely finished in two-toned gray. With built-in synchronization for flash pictures... \$69.95

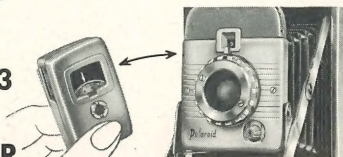
Land CAMERAS and accessories

POLAROID® B. C. FLASHGUN #281 for the HIGHLANDER



This powerful flash-gun lets you shoot around the clock anywhere. Can be used indoors to light up dim areas, outdoors to fill in shadows. A single battery gives you hundreds of flashes, lasts for years. Gun clips right to camera — no wires or plugs to connect. Hinged safety shield has snap-on diffuser. Built-in exposure guide tells at a glance correct shutter setting for perfect exposure. \$12.95

POLAROID® EXPOSURE METER PR-23 for the HIGHLANDER



This sensitive meter, made by world-famous G. E., will save you time and money by giving the right shutter setting for every picture. All you do is point the meter, read the number on it, and set the shutter to the same number. Clips right to the camera. A high-precision instrument, ruggedly built to last a lifetime \$13.95

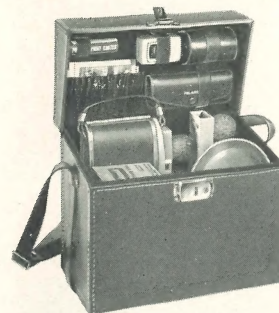
POLAROID CLOSE-UP LENS KIT #540



Portraits, copies and other close-ups (from 6 to 36 inches) are easy to take with this invaluable kit of three snap-on lenses. A steel measuring tape, ingeniously built into the custom leather case, quickly tells you all camera settings. \$8.95

POLAROID® FILTER KIT #541

Stunning special effects can be obtained in your pictures by using



POLAROID® CASES for the HIGHLANDER

De Luxe Model #382

Handsome compartment case is made of tough, top-grain cowhide. Specially designed to carry and protect the Highlander, all accessories, several rolls of film and sleeves of flashbulbs. Everything fits into place — dividers keep the individual equipment neatly separated so you can find anything you want in an instant. \$19.95

Model #381

Attractive light weight shoulder case for the Highlander and exposure meter. The same fine top-grain cowhide as in the deluxe case. . . . \$9.95



NOTE: The filters, close-up lenses and lens shade at left fit both the Speedliner and Highlander.

POLAROID ORANGE FILTER #546

Developed specifically for use with the new, panchromatic Polaroid Land Films this filter makes dramatic cloud shots, cuts through distant haze in scenic shots, gives warmer prints in high-contrast beach or snow scenes. \$1.95

POLAROID LENS SHADE #545

With the new panchromatic films, striking back-lighted pic-

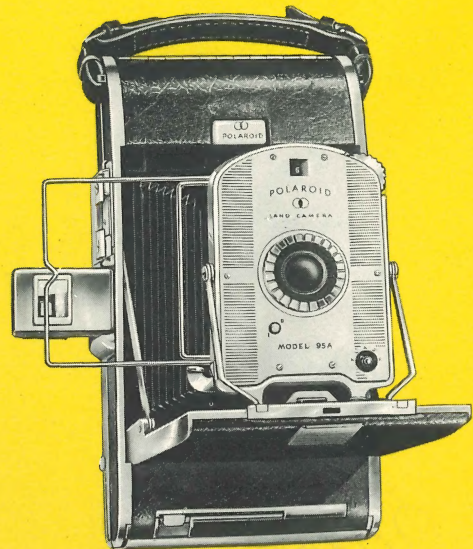
POLAROID® *Land*

FILMS

These are the famous picture rolls that make the pictures in Polaroid Land Cameras. Simply drop a roll in place and close the camera. The picture roll does all the rest. No darkroom, liquids or chemicals needed. Each roll gives you eight superb black and white pictures. The new Polaroid Print Coater is packed with each roll to provide a tough, plastic finish that adds lustre to your prints and gives lasting protection.

Low Cost

ORTHOCHROMATIC FILM



Polaroid SPEEDLINER Land CAMERA Model 95A

The Speedliner is the all-around, all-purpose Polaroid Land Camera, ideal for family, business and industrial uses. It is an improved model of the first Polaroid Land Camera, the one that made the 60-second process famous. The Speedliner has a specially selected coated lens, a precision shutter with built-in synchronization for both regular and electronic flash and a combination optical and wire viewfinder. It has only one dial to set, yet gives you the advantage of four shutter speeds and five lens openings for good pictures in any light. Rugged die-cast body, with all exposed metal parts in rich chrome. The Speedliner provides beautiful, almost postcard-size prints ($3\frac{1}{4} \times 4\frac{1}{4}$ inches) that are large enough to be framed. \$89.75

POLAROID B.C. FLASHGUN #202 for the SPEEDLINER

The most modern and powerful of flashguns, this B.C. (battery-capacitor) unit will assure you of consistently well-lighted pictures under any conditions. The battery lasts for years and is good for hundreds of flashes. The gun has attached safety shield, and snap-on diffuser. Reflector has a built-in flash guide that tells correct exposure at a glance, and there's a trigger ejector for used bulbs. \$13.95

The model #202 gun fits all cameras requiring a standard ASA bayonet-type connector. This gun is in two-tone brown.

POLAROID EXPOSURE METER PR-22 for the SPEEDLINER

The surest way to get good exposures is to use a photoelectric light meter that is your "seeing eye." The world-famous General Electric Company has designed and produced such a meter for the Speedliner Camera. This compact meter makes correct exposure simple and certain, saves time and film. The meter scale corresponds to the Speedliner shutter numbers. All you do is point the meter, read the number on it and set the shutter to the same number. The meter clips to the camera. . . \$14.25
Case for exposure meter \$1.50



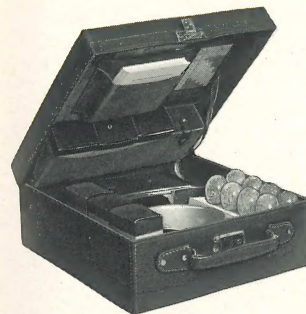
POLAROID FILTER KIT #541
Stunning special effects can be obtained in your pictures by using the three snap-on filters in this extremely useful kit. They give you exciting and dramatic effects with clouds, scenery and reflections. Cased in a handsome leather pouch. \$5.95



POLAROID LENS SHADE #545
With the new panchromatic films, striking back-lighted pictures can be made with excellent results. A Lens Shade is a must for this sort of picture because it keeps the direct rays of the sun from striking the lens and so eliminates pale, washed-out looking prints. \$2.45

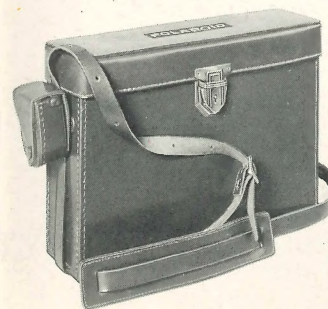
POLAROID CASES for the SPEEDLINER MODEL #307

This Master Compartment Case looks like a piece of luxurious luggage. The interior has been divided into padded compartments and pockets so the equipment fits snugly and safely. It will take the Speedliner Camera, flashgun, filter kit, close-up kit, exposure meter, flashbulbs, picture rolls, finished pictures, albums and instruction books. \$29.75



MODEL #306

The Speedliner, exposure meter and film fit snugly in this convenient and attractive case. Made of long-wearing, handsome cowhide, the case is lightweight even when loaded. \$14.95

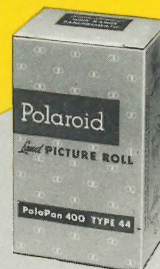


FILM

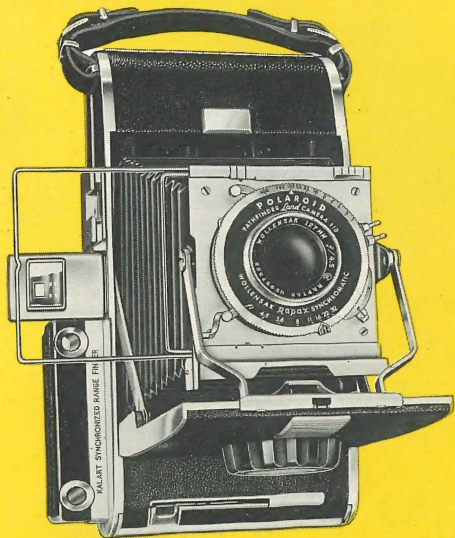


This is the film that made picture-in-a-minute photography famous. It's a wonderful, all-purpose film which produces beautiful black and white pictures outdoors or indoors with flash.
TYPE 31 for the Highlander. Eight-exposure roll, prints in popular wallet size ($2\frac{3}{4} \times 3\frac{1}{2}$). \$1.29
TYPE 41 for the Speedliner and Pathfinder. Eight-exposure roll, jumbo size prints ($3\frac{1}{4} \times 4\frac{1}{4}$). \$1.75

POLAROID POLAPAN Land FILM



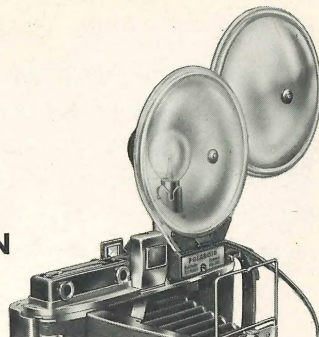
This is an exciting, panchromatic film which provides these important extras: Greater range for detail in shadowed areas, true rendition of skin tones. Great latitude, for new economy because of fewer missed exposures. Speed for lengthening your photographic day since much less light is required for good pictures. Polaroid Polapan opens up a whole new world of photography and it is available in two speeds.
TYPE 32 for the Highlander. Polaroid Polapan 200. Eight exposures $2\frac{3}{4} \times 3\frac{1}{2}$ \$1.53
TYPE 42 for the Speedliner and Pathfinder. Polaroid Polapan 200. Eight exposures $3\frac{1}{4} \times 4\frac{1}{4}$ \$1.75



Polaroid PATHFINDER Land CAMERA Model 110

The Pathfinder is a deluxe, precision-built camera that brings you the miracle of finished pictures in 60 seconds and with all the luxurious, high-quality features of the highest-priced cameras. It is equipped with a specially selected, coated, Wollensak 127-mm. f/4.5 Raptor lens and a superb wide-range shutter, Wollensak Rapax II — the choice of top news and military photographers. Shutter has nine speeds from 1 to 1/400 second, and is synchronized for regular and electronic flash. The camera features a built-in rangefinder of high accuracy (superimposed image type) which is coupled to the focusing track. These and many other features make the camera a magnificent photographic instrument that never ceases to fascinate and thrill its proud owner. \$249.50

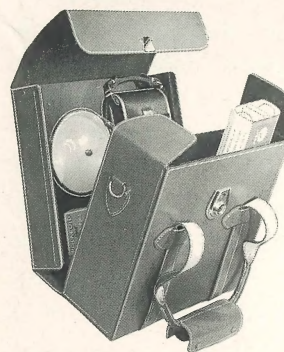
POLAROID B. C. FLASHGUN #222 for the PATHFINDER



Flash is an important tool in photography, particularly with a camera as versatile as the Pathfinder. The powerful Polaroid B.C. flashgun built especially for the Pathfinder has a hinged safety shield and a separate, clip-on diffusing filter. This filter is excellent for portraits and is a great help in balancing sun and flash for outdoor photography. The flashgun has the famous B.C. unit (battery-capacitor circuit) that furnishes consistent results and hundreds of flashes from a battery that lasts for years. The gun clips right to the camera, has a flash guide that tells you at a glance exactly what camera settings to use. \$13.95

POLAROID® CLOSE-UP KIT #550 for the PATHFINDER

Portraits, copies and other close-ups (from 5 to 36 inches) are easy to take with this invaluable kit of three snap-on lenses made especially for the Pathfinder. A steel measuring tape, ingeniously built into the custom leather case, tells you all camera settings at a glance \$14.95



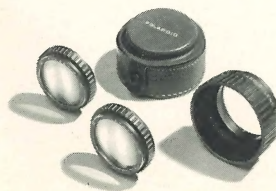
POLAROID DELUXE CARRYING CASE #308 for the PATHFINDER

This roomy case is the last word in luxury and convenience. Made of genuine top grain steerhide it holds, in addition to the camera, a flash gun, close-up kit, meter, filter kit, tripod adapter, 6 picture rolls, 2 sleeves of flashbulbs, finished prints and instruction books. It comes with a jiffy strap, easily adjustable for hand or shoulder carrying. \$33.50

NOTE: The Polaroid Exposure Meter PR 22, for the Speedliner, can be used with the Pathfinder.

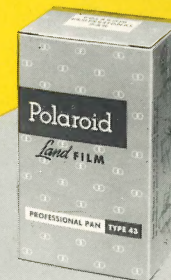
POLAROID FILTER AND LENS SHADE KIT #551 for the PATHFINDER

Dramatic and exciting special effects with clouds, distant scenery and reflections can be obtained with the yellow and polarizing filters in this kit. The lens shade lets you make professional looking back-lighted scenes. With the shade snapped over the camera lens, you can aim almost directly into the sun and still shield the lens from the direct rays that cause "ghost" streaks. \$10.95



Polaroid Professional Pan 200. Eight exposures $3\frac{1}{4} \times 4\frac{1}{4}$ \$1.98
TYPE 44 for the Speedliner and Pathfinder. Polaroid PolaPan 400. This film combines all the qualities of Polaroid PolaPan with truly high speed. (ASA equivalent is 400). With the 400 speed you'll be able to take pictures under very adverse lighting conditions — even snapshots indoors with just the light coming in a window. Eight exposures, $3\frac{1}{4} \times 4\frac{1}{4}$ \$2.19

POLAROID PROFESSIONAL PAN Land FILM



Polaroid Professional Pan is the newest and finest of the Land Films. The speed (200 ASA equivalent), exposure range and definition of this film provide the casual photographer with everything he needs to make pictures of unmatched brilliance and clarity. To the serious student and professional photographer the film offers great new possibilities for extending the creative and useful scope of photography. Contrast can be controlled — a major advance in the technology of the Land process. Examination of the print under magnification will show that the image is without grain and contains far more detail than is visible to the unaided eye under normal viewing conditions. This is a particularly important feature when the images are to be copied or enlarged, or reproduced in the graphic arts.
TYPE 43 Polaroid Professional Pan Land Film. Eight exposure roll, prints $3\frac{1}{4} \times 4\frac{1}{4}$ \$2.95

A **POLAROID** *Land** **CAMERA**

is the amazing all-in-one camera that
develops and prints *pictures in 60 seconds*

Q. Do Polaroid Land Cameras take good pictures?

A. MODERN PHOTOGRAPHY magazine answered this way: "Yes! Superb quality, fine detail, wide tonal range are found in new film." These new panchromatic films are now available for Polaroid Land Cameras. They'll give you unusually sharp, clear prints.

Q. Will the pictures I take with a Polaroid Land Camera be lasting prints?

A. Polaroid Land Prints are just as permanent as conventional prints, as measured by standard heat, humidity and chemical tests. The Polaroid Print Coater is responsible for this print permanence and a print coater comes packed with every roll of film.

Q. Is the Polaroid Land Camera easy to operate?

A. It is among the simplest cameras in the world to use.
A *single dial* automatically selects the right combination of lens and shutter setting for any light condition.
There are no messy chemicals to fool with, no special tricks. The secret of the whole process is in the dry roll of film you drop into the back of the camera.

Q. Is 60-Second Photography expensive?

A. It is wonderfully economical. Think of these money saving advantages:
You never ruin a whole roll of film by making the same mistake over and over again. You get your pictures as you want them — one at a time. No need to run through a whole roll of film just to get one or two pictures. There are no processing charges. Results are guaranteed.

Now that we have explored the basic facts about Polaroid Land Cameras let's check inside and discover the great versatility and pure fun of 60-second photography...

*Named for its inventor, Dr. Edwin H. Land

COPIES and ENLARGEMENTS

You'll want extra copies and enlargements of your prints to give to friends and relatives. You'll find them very easy to get direct from Polaroid, using a handy order form that comes packed with each roll of film.

There are no dusty negative files to keep when you use a Polaroid Land Camera. Polaroid's new Copy Service makes sparkling duplicates for you quickly and inexpensively right from the original prints. Copies of prints from the Polaroid Speedliner and Pathfinder Land Cameras are same size as originals. Copies of Highlander pictures come in two sizes — same size and almost postcard size. You have your choice of either at the same low price, 2 for 25c.

Handsome, black-and-white enlargements, approximately 5 x 7 inches, in easel mounts are 75c each.

Copy negatives, the same as those obtained in conventional photography, are available at 15c each (in 2 1/4 x 3 1/4 inch size) for use in your darkroom or for ordering large quantities of prints from your photo dealer.



POLAROID[®] *Land* **CAMERAS**



**MAGNIFICENT
PICTURES
IN 60 SECONDS**

POLAROID CORPORATION • Cambridge 39, Mass.
F1668 Printed in U. S. A.